

Marketing words

Lesson code: CXAF-T7ND-4EGA

ELEMENTARY

1 Marketing vocabulary

Write the marketing words below the pictures.

a billboard
a logo

a brochure
a recommendation

a commercial
Internet marketing

a discount
telemarketing



1. _____



2. _____



3. _____



4. _____



5. _____



6. _____



7. _____



8. _____

Make questions about your company like in the example:

Example: your company / have / logo

Does your company have a logo?

1. your company / have / logo ?
2. your company / offer discounts ?
3. your company / get / many recommendations?
4. your company / advertise / on billboards?
5. your company / use / Internet marketing?
6. your company / use / telemarketing?
7. your company / print / brochures?
8. your company / advertise / on television?

In pairs, ask and answer the questions like in the example below:

A: Does your company have a logo? B: Yes, we do. / No, we don't.



2 True or False

Read the sentences below. Decide if they are true or false.

1. Commercials are more expensive than billboards.
2. Brochures are cheaper than commercials.
3. Telemarketing is more effective than Internet marketing.
4. Getting recommendations is easier than printing brochures.
5. Offering discounts is more difficult than telemarketing.
6. Billboards are more visible than brochures.
7. A good logo is more important than recommendations.
8. Internet marketing is more modern than telemarketing.

3 Comparative adjectives

Study the table below and write the comparative forms of the adjectives below.

	Comparative form
one syllable	Add -er fast --> faster slow --> slower When an adjective ends in one vowel + one consonant, we double the consonant: big --> bigger hot --> hotter
two-syllable words ending in consonant + -y	-y --> -ier heavy --> heavier early --> earlier
two or more syllables	Use more ... dangerous --> more dangerous intelligent --> more intelligent
irregular	good --> better bad --> worse far --> further

1. tall - _____
2. funny - _____
3. expensive - _____
4. cheap - _____
5. famous - _____
6. fat - _____



Make sentences like in the example.

1. China / Spain (big) China is bigger than Spain
2. Strawberries / potatoes (sweet)
3. Chinese / English (difficult)
4. Vegetables / sweets (healthy)
5. Swiss watches / English watches (good)
6. English watches / Swiss watches (bad)
7. Canada / Iraq (safe)
8. Speaking / writing (easy)
9. Alicia / her sister (thin)
10. Double beds / single beds (comfortable)

4 Compare the products

Work in pairs. Ask and answer questions about the pictures using the adjectives below. Example:

"Which is cheaper -- a smartphone or an alarm clock?"

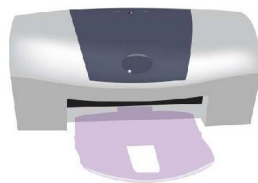
"An alarm clock is cheaper than a smartphone."

cheap
modern

expensive
old-fashioned

heavy
small

light
useful



5 Flashcard review

Don't forget today's lesson! Go to www.linguahouse.com/ex, enter Lesson code: QWERTYUIOPASDFGHJKLZXCVBNM1234567890-, and click 'Start My Review'.

